RJ Reynolds
Tobacco Company

Sent 12/21

R. C. Farmer
Regional Sales Manager

150 Lawrence Bell Dr.
Suite 108
Williamsville, NY 14221
Phone: 716-634-3143
Fax: 716-634-3145

E MAIL
December 20, 1995

Mr. Don Fitzgerald

Dear Don:

Per your letter of 12/13/95, relative to the Supermarket Promotions, please be advised that the Buffalo Region would like to participate as follows:

- *# of Stores: 500*

Tops Markets	50
Fays	200
P & C /Quality/ Insalaco	100
Wegmans	45
Kinney Drug	30
Price Chopper	75

Bruce Reyes
As info
Roger.

- *# of Promotional sku by brand by promotion*
  100% WINSTON - 1 Sku per Quarter

- *Feel Program should be optional - this gives our people flexibility as needed.*

Sincerely,
ROGER
R. C. Farmer
RCF:am

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Source: https://www.industrydocuments.ucsf.edu/docs/rsfn0000